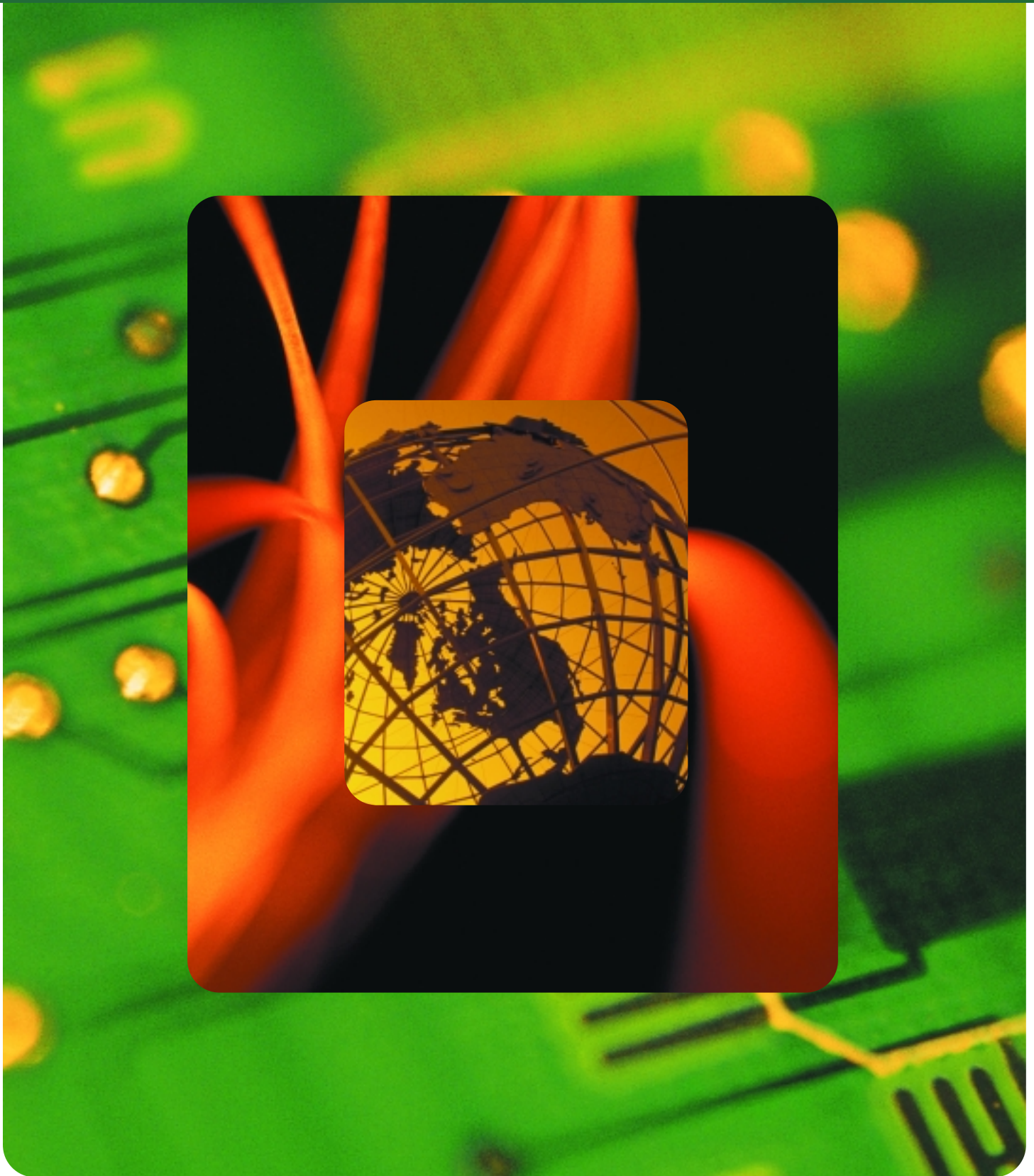


Communication, Information Technologies, and Journalism



at Rutgers

Rutgers: Charting a Course

► How do we get information? How do we process it contextually? How can we communicate and share information better? These issues are being studied in the areas of communication, information technologies, and journalism at Rutgers. At New Jersey's premier public research university, students use the knowledge they acquire to launch successful careers or to gain acceptance into the best graduate school programs in the country. Students at Rutgers learn more than the theory behind the discipline—they apply those theories to real-world settings through internships and research opportunities with professional and student organizations as well as with Rutgers' internationally recognized faculty.

In the Thick of Things

What characterizes successful students? They have a strong curiosity to learn and the drive to get involved in events happening around them. **Charlene Lawler** is such a student. An English major with a journalism focus, Charlene is working toward launching a publishing career by gaining hands-on experience through extracurricular activities. As editor-in-chief of a student newspaper, *The Gleaner*, and as an intern with the Camden Online Poetry Project, Charlene acquired leadership, organizational, and management skills that will position her to succeed in reaching her goal.

Charlene's other extracurricular activities include participating in the Rutgers Choir and Repertory Singers and Opera/Musical Theatre.

Visit admissions.rutgers.edu/communication to meet other students and see video interviews about their undergraduate experiences.



Charlene Lawler English major • Editor-in-chief of *The Gleaner* • Internship with the Camden Online Poetry Project • Member of the Quality of Life Committee • Hometown: Mantua, New Jersey

Meet Other Students Online



Shakira Johnson Double major in communication and sociology • Internship with Rutgers' Communication and Health Issues Partnership for Education and Research (CHI) • Hometown: Rahway, New Jersey



Paul A. Tepper Triple major in computer science, linguistics, and cognitive science • Research on natural language interface between humans and computers • Officer and/or web master for four Rutgers student groups • Hometown: Howell, New Jersey



Rashanna Harmon Double major in information technology and informatics (ITI) and theater arts • Externship at AT&T in web design • Lead roles in Rutgers theater productions • Hometown: Plainfield, New Jersey

Course for Excellence

Creative Learning Opportunities

● **Stemming the Abuse** The Communication and Health Issues Partnership for Education and Research (CHI) is hailed as a national model by the U.S. Department of Education's Safe and Drug Free Schools Program for its creation of college programs that promote safer alcohol consumption. At CHI, educators, counselors, and students conduct research on communication and health issues affecting college students. Students help design, implement, and evaluate campus and community-based education, intervention, and drinking and substance abuse prevention programs. RU SURE?, a program designed to correct first-year students' misperceptions of dangerous drinking as a norm, has been featured in national media. Imagine That!, also developed at Rutgers, is a simulation game of drinking-related choices. It is used at more than 250 colleges and universities in the U.S. and Canada.

● **Blending Science and Journalism** Developed as a partnership between Merck & Co., Inc. and Rutgers' Journalism Resources Institute, the Merck Science Journalism Student Awards program now includes Columbia University's Graduate School of Journalism and New York University's Science/Environmental Reporting Program. Student participants meet with top print and electronic news, health, and science specialists, confer with university specialists in journalism and mass media, and visit the labs of major research scientists from Merck & Co., Inc.

● **Virtual Community** Students in the information technology and informatics (ITI) major can explore the social and human side of computers through a digital space called Habitat. In this virtual community dedicated to ITI students and professors, "residents" access an online support system that includes interactive communication, information databases, course materials, educational tutorials, and other learning and research tools. Through these synchronous technologies, users can communicate with classmates and professors, collaborate on classroom projects, and interact with other Habitat residents at on- and off-campus locations.

Job and internship placements for Rutgers' communication, information technologies, and journalism students include Arista Records, AT&T, Bloomberg Radio, Johnson & Johnson, MTV, MSNBC.com, NBC, the New York Times, Rolling Stone, Sony Records, Young and Rubicam, and Z-100.

Faculty

Through lab research, simulated real-world organizations, and work in the field, Rutgers students collaborate with renowned faculty.

From computerized medical imaging to digital games and animation, many computer applications rely on geometry. Through her research in computational geometry, **DR. SUNEETA RAMASWAMI**, of the computer science department, explores complex algorithms to solve geometric problems in areas like computer graphics and visualization, and computer-aided design and manufacturing. In addition to teaching, Dr. Ramaswami oversees student researchers whose honors theses and independent study projects are based on critical aspects of her investigations.



A cultural historian, **PROFESSOR ROBERT SNYDER** directs a program in journalism and media studies. The former editor of *Media Studies Journal*, he has authored three books and writes for national and regional publications. Snyder also has produced a documentary film, served as curator for a Smithsonian exhibit, and appeared as a commentator on national and international television.

Communication professor **DR. STACEY L. CONNAUGHTON** and **DR. BRENT RUBEN**, director of the University Center for Organizational Development and Leadership, coteach a reality-based class where students learn group and organizational leadership concepts, styles, and skills. Functioning in a classroom-based, simulated organization called Millennium Leadership Inc., students manage projects for real clients. Students work with clients to research, plan, create message design, select channels, and develop a comprehensive communication campaign to help the university address EPA safety requirements, for example.

Visit admissions.rutgers.edu to meet other Rutgers faculty members committed to undergraduate teaching.

Getting a Job

Rutgers' communication, information technologies, and journalism graduates recently found jobs with major regional and national radio stations, television networks and productions (including cable), recording and concert companies, newspapers and magazines, new media companies, and public relations and advertising firms.



Only at Rutgers

Rutgers offers academic programs, research opportunities, and hands-on experiences that distinguish it from other universities.



Jonathan Moran, a fourth-year student and a third-year intern at RU-TV, gained valuable experience at his internship and working with the student group Knight Time Productions. His hands-on experience helped him land a coveted internship on Late Night with Conan O'Brien.

Hands-On Media Experience

Students who intern on and off campus gain professional experience, make contacts, and find mentors. Many internships lead to jobs after college. Rutgers offers a variety of media venues for students to **gain hands-on experience on campus**, including Rutgers' award-winning television station, RU-TV, and Rutgers' student-run radio station, WRSU. At RU-TV, journalism and communication students interning for credit may run the head end and master controls of the network or shoot and edit video footage for broadcast. In addition to online and print student journals and magazines, each campus produces either a daily or weekly newspaper where students gain writing, editing, management, and production experience—in some cases for credit.

A Nose for News

Where can undergraduates work with field professionals and assist government, corporate, non-profit, and private agencies that distribute news and information through mass media? Taught by working professionals, skills courses in journalism and public relations, for example, give students **access to cutting-edge insights**. Campus organizations, such as chapters of the Society for Professional Journalists and the Public Relations Student Society of America, also provide students with an opportunity to work with professionals. These contacts often lead to off-campus internships, part-time jobs during school, and full-time jobs.

Learning through Doing

The Internet Certificate Program, offered to Rutgers majors in computer science, prepares students to become professionals in the design and implementation of web-based applications. The program provides the background necessary to understand networking protocols, web-based software tools, advanced user interfaces, web server design, and other key skills. The program emphasizes hands-on programming projects and assignments.

The Road Ahead: Here's a sampling of potential career paths for communication, information technologies, and journalism graduates.

Advertising Account Representative ■ Computer Scientist ■ Corporate Communications Officer ■ Database Manager ■ E-commerce Developer ■ Employee Relations Manager ■ Film Animator ■ General Manager of Programming ■ Instructional Technology Developer ■ International Relations Manager ■ IT Coordinator ■ IT Research and Development Scientist ■ Magazine Publisher ■ Market Researcher ■ Network Administrator ■ Newspaper Editor ■ Producer ■ Program Writer ■ Public Relations Specialist ■ Radio DJ ■ Reporter ■ Software Designer ■ Sports Writer ■ Technical Writer ■ Web Designer ■ Web Master

Visit admissions.rutgers.edu to learn about other exciting career paths in communication, information technologies, and journalism.

Where can you design an international project for a major corporation—before you graduate?



Lyon Quinton Henry wants his career in communication technologies to be as strong in communication as it is in technology. He found the perfect opportunity to gain real-world experience through a three-year internship at the world headquarters of The Chubb Group. Working with a company mentor, Lyon applied skills learned as a Rutgers information technology and informatics (ITI) major to a variety of projects for the international insurance firm, including implementing the remote distribution of software to the workstations of 10,000 Chubb employees worldwide.

In many academic disciplines throughout Rutgers, students seeking to jump-start their careers take advantage of internship placements at high-profile companies like Chubb. With New Jersey situated in a major media and telecommunications center, students have the opportunity to be part of the team at MTV, AT&T, Dow Jones, IBM, Lucent Technologies, MSNBC, Microsoft, and New Line Cinema.

Find the **answer** at Rutgers.

To learn more about internships available through Rutgers, visit admissions.rutgers.edu.

Information technology and informatics (ITI) major Lyon Quinton Henry makes a presentation to company mentors at The Chubb Group. He is working on an independent study project with Professor Mark Winston to expand internship opportunities for Rutgers students.

The Majors in Communication, Information Technologies, and Journalism

Please consult the online directory of majors (admissions.rutgers.edu/catalog) for additional information and specific requirements.

● **Communication** offers a broad, theory-based course of study focusing on the analysis, design, and management of messages and processes in face-to-face and mediated contexts across interpersonal, group, and organizational settings. This approach teaches students how to think critically and apply their knowledge broadly.

Sample Courses Organizational Communication • Principles of Public Relations • Telecommunication Process and Policy

● **Computer Science** provides a comprehensive background in the theoretical and practical aspects of information processes, the structures that represent them, and the systems that implement them. The discipline includes the basic foundations of data structures and software and hardware design, as well as important applications such as networking, artificial intelligence, computer-aided design, and application development for the Internet.

Sample Courses Data Structures • Web Technology • Introduction to Artificial Intelligence

● **Electrical and Computer Engineering** offers a core of required courses in mathematics, physical sciences, and engineering sciences to prepare students for careers in computer hardware and software engineering. The flexible curriculum keeps pace with an ever-changing technical environment that includes control systems, communications systems, digital signal processing, solid-state electronics, wireless information networks, and other emerging specialties.

Sample Courses Digital Electronics Laboratory • Multimedia Signal Processing Design • Robotics and Computer Vision • Wireless Personal Communications Systems

● **Human-Computer Interaction** prepares students for careers in interactive computer-based technology predicated on cognitive design principles and existing technology constraints. Students learn how humans and computers interact and how the constraints of this interaction affect the use and human-centered design of information

systems and technology. Professionals in this field create functional technologies such as wearable computers, intelligent tutoring systems, and highly interactive web applications. Specialization tracks include applications development; communications, networks, and the web; learning systems; and publishing and multimedia.

Sample Courses Application Development for the World Wide Web • Statistics in the Behavioral and Cognitive Sciences • Database System Design and Management

● **Information Systems** prepares students for careers in the computer end of the business world. Formerly, information systems was confined to the traditional uses of computing in management, finance, and economics, and such tracks are still available to students. Now the field also includes the use of the Internet and the expanded role of computers in communications, combining a core curriculum in computer science with a study of databases, networks, and application interfaces for use in business.

Sample Courses System Analysis • Open Systems Networking • Multimedia Information Systems

● **Information Technology and Informatics (ITI)** unites the humanities and the sciences to help information specialists understand the human side of the digital revolution. Students apply critical thinking and creative problem solving to the social and organizational uses of computers, resulting in the well-rounded ITI professional demanded by today's government, corporate, health care, and finance organizations.

Sample Courses Designing and Managing Digital Environments • Economics of Information Technologies • Information Policies, Politics, and Power

● **Journalism and Media Studies** provides students with the opportunity to study print and electronic journalism, including law and ethics. Students also study theories of how the media affect individuals, social groups, and political processes.

Sample Courses Advanced Television Reporting • Health and Medical Journalism • Information Design for Web Journalists



Ned Norland learned the radio business by working at one of Rutgers' student-run radio stations.

Rutgers at a glance

Rutgers–Camden

Camden College of Arts and Sciences
University College–Camden
School of Business–Camden

Rutgers–Newark

Newark College of Arts and Sciences
University College–Newark
College of Nursing
Rutgers Business School: Undergraduate–Newark

Rutgers–New Brunswick

Douglass College
Livingston College
Rutgers College
University College–New Brunswick
Cook College
Mason Gross School of the Arts
Ernest Mario School of Pharmacy
Rutgers Business School:
Undergraduate–New Brunswick
School of Engineering
School of Communication, Information
and Library Studies

For more information:

Office of University Undergraduate Admissions
Rutgers, The State University of New Jersey
Room 202
65 Davidson Road
Piscataway, NJ 08854-8097
732/932-INFO (Campus Info Services)
admissions.rutgers.edu

Rutgers, The State University of New Jersey, is dedicated by law and by purpose to serving all people on an equal and nondiscriminatory basis.

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